

Subject card

Subject name and code	Strategic Management, PG_00155361						
Field of study	Management						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2024/2025		
Education level	postgraduate studies		Subject group		Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		English		
Semester of study	1		ECTS credits		4.0		
Learning profile	academic		Assessment form				
Conducting unit	Katedra Organizacji i Zarządzania -> Faculty of Management						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Emilia Dobrowolska				
	Teachers		dr Emilia Dobrowolska dr Jędrzej Siciński				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		21.0		49.0	100
Subject objectives	The aim of the subject is to introduce students with fundamental issues of strategic management.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZMU2_K02] The student is aware of the need to supplement and expand the acquired knowledge and skills and strives to combine knowledge from different fields and disciplines of science interdisciplinarily. The student can inspire others to learn.	Student is aware of the need to complement and expand the acquired knowledge and skills, makes efforts to combine knowledge from various fields of science. Student analyzes and interprets the occurring phenomena together with the formulation of the conclusion, this allows using strategic analysis methods to solve strategic management problems while working in teams.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	[ZARZMU2_K08] The student understands the need to behave ethically, sustainably, and socially responsibly in professional life. The student can initiate actions for the public interest.	Student is aware of and understands the principles of social responsibility in strategic decision making. Student acquires the ability to express opinions about the influence of micro and macroenvironment on the company activities.	[SK2] presentation/project/paper/report
	[ZARZMU2_U01] The student has an in-depth ability to interpret socio-economic phenomena and current events in economic policy and economics, independently formulate his own opinions in this area, and propose adequate solutions in the case of changes occurring in these areas.	Student has the ability to correctly interpret social and economic phenomena, current events in economic policy and economics as well as formulate his own opinions in this area. Moreover student can formulate the missions and goals of the organization, analyzes the organization's resources and defines the key competencies of the organization, as well as can assess the competitiveness of an organization in the sector and has the ability to design and implement an organization's strategy.	[SU2] presentation/project/paper/report
	[ZARZMU2_U06] The student can forecast and simulate complex economic and social phenomena concerning the macro scale (economy) and micro terms (enterprise) using complex methods and tools applied in management and quality studies.	Student has strategic thinking skills, that allow him/her to forecast and simulate selected economic and social phenomena in the macro (economy) and micro (company) scales using methods of strategic analysis.	[SU4] test/exam - oral or written
	[ZARZMU2_W11] The student knows and understands in an in-depth manner the principles of obtaining and using various types of resources in the implementation of the development objectives of the enterprise.	Student has extensive knowledge and understanding of the principles of acquiring and using various types of resources to achieve goals of the company. Especially student acquires knowledge in formal and informal strategy formulation, and gains knowledge how to make strategic decisions.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[ZARZMU2_W13] The student has in-depth knowledge of advanced methods and techniques of managerial analysis, supporting the process of economic decision-making, and is familiar with the sources of obtaining data and information in the various fields of social sciences, especially management and quality studies.	Student knows the methods of strategic analysis and principles of formulating the organization's strategy. Student knows the types of strategies at different strategic levels, and the effects and consequences of using different types of strategies. Moreover student acquires information from social sciences in particular management sciences to make strategic decisions.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[ZARZMU2_W04] The student has an extended knowledge of the enterprise environment, its factors and changes occurring in this area, as well as the relations, significance and influence of the environment and stakeholders on the functioning of the enterprise. The student has expanded knowledge of tools for diagnosing macro- and micro-environment.	Student has extensive knowledge of the company's environment, its circumstances and changes occurring in this area, as well as the influence of the stakeholders on the company. Student knows the impact of changes in the macro-environment and sectoral environment on the direction of strategic development of the organization.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report

Subject contents	Lecture programme:		
	1. Strategic management process 2. Vision, mission and strategy 3. Elements of strategy content 4. Planning versus incremental approach in strategy formulation process 5. Positioning versus resources approach in strategy formulation process 6. Strategic analysis 7. Strategy classification 8. Models of strategic management		
	Tutorials programme:		
	1. Vision, mission and the essence of the strategy 2. Synthesis of planning and incremental approach to strategy formulation 3. Synthesis of positioning and resources approach to strategy formulation 4. SWOT/TOWS analysis as a tool of shaping general strategy		
Prerequisites and co-requisites	Bachelors studies graduation		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Egzamin pisemny	51.0%	50.0%
	Project	51.0%	50.0%
Recommended reading	Basic literature	1. J.A. Pierce II, R.B. Robinson, Strategic Management Planning for Domestic & Global Competition, McGraw Hill Education, New York 2015, 14th edition. 2. B.de Wit, R. Meyer, Strategy. An International Perspective, Cengage Learning EMEA 2020, 7th edition. 3. H. Mintzberg, J. Lampel, J.B. Quinn, S. Ghoshal, The strategy. Process, Concepts, Contexts, Cases, Pearson Educational Limited 2013, 5th edition.	
	Supplementary literature	1. P.R. Rumelt, Good Strategy. Bad Strategy. The difference and why it matters, Profile Books, London 2017. 2. M.A. Hitt, R.D. Ireland, R.E. Hoskisson, Strategic Management: Concepts and Cases: Competitiveness and Globalization 12th Edition, Cengage Learning, Boston 2017.	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed	1. What are the basic elements of the strategic management process? 2. What are the assumptions of the planning, evolutionary, positional and resource-based approaches to strategy formulation and how these approaches differ from each other? 3. What is the importance of an organization's vision and mission? 4. What are the levels of strategy formulation in an organization? 5. What is the importance of analyzing the micro and macro environment in the process of formulating an organization's strategy?		
Work placement	Not applicable		

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